

ORDER



Orders	Order / Rev:	1311591	
	Alt Order #:	08412269	
	Product Desc:	CERETTO ST ASSEMBLY	
	Estimate:		
	Flight Dates:	10/08/16 - 10/14/16	Primary AE: Jim Quinn
	Original Date / Rev:	10/07/16 / 10/07/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Mark Guma Communications/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		211 West 107th Street	Billing Cycle: EOM/EOC
		New York, NY 10025	Agency Commission: 15%

Advertiser	Name:	Ceretto for State Assembly / POL	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-State House Representative	Advertiser External ID: 107679
	Priority:	P04-GB	Agency External ID: 29260AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/14/16	43	\$18,940.00	\$16,099.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	43	\$18,940.00	\$16,099.00	0.00
Totals	43	\$18,940.00	\$16,099.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	34%	\$18,940.00
Market	100%	\$55,705.88

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	32%	\$17,825.88
WKBW	22%	\$12,255.29
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	12%	\$6,684.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/10/16	10/14/16	Today Show	CM	Today Show	MTWTF--	:30	10	\$400.00	P03-F	0.00	NM	10	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		10				\$400.00		0.00			
E 2	WGRZ	10/08/16	10/08/16		CM	7a-9a	-----S-	:30	1	\$405.00	P02-F	0.00	NM	1	\$405.00

Order / Rev: 1311591
 Alt Order #: 08412269
 Flight Dates: 10/08/16 - 10/14/16

Advertiser: Ceretto for State Assembly / POL
 Product Desc: CERETTO ST ASSEMBLY
 Estimate: WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show Sa NBC Today Show (Sa) SATURDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S- 1 \$405.00 0.00															
E 3	WGRZ	10/09/16	10/09/16	Local News @ 630a Su CM Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$210.00	P03-F	0.00	NM	1	\$210.00
EARLY DAYBREAK SUNDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S 1 \$210.00 0.00															
E 4	WGRZ	10/10/16	10/14/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	MTWTF--	:30	3	\$225.00	P03-F	0.00	NM	3	\$675.00
TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 3 \$225.00 0.00															
E 5	WGRZ	10/10/16	10/14/16	Today Show 3 Today Show 3	CM	10-11a	MTWTF--	:30	3	\$185.00	P03-F	0.00	NM	3	\$555.00
TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 3 \$185.00 0.00															
E 6	WGRZ	10/10/16	10/14/16	TD Jakes 2-3p TD Jakes 2-3p	CM	TD Jakes 2-3p	MTWTF--	:30	3	\$50.00	P04-C	0.00	NM	3	\$150.00
TD JAKES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 3 \$50.00 0.00															
E 7	WGRZ	10/10/16	10/14/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P (3:00 PM-4:00 PM)	MTWTF--	:30	2	\$280.00	P03-F	0.00	NM	2	\$560.00
DR PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 2 \$280.00 0.00															
E 8	WGRZ	10/10/16	10/14/16	Ellen 4-5p Ellen	CM	359P-5P	MTWTF--	:30	2	\$350.00	P03-F	0.00	NM	2	\$700.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 2 \$350.00 0.00															
E 9	WGRZ	10/10/16	10/14/16	Local News @ 5p M-F CM Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
CHANNEL 2 NEWS FIRST AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 3 \$700.00 0.00															
E 10	WGRZ	10/10/16	10/14/16	Local News @ 530p M-F CM Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
CHANELL 2 NEWS AT 5:30 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 3 \$700.00 0.00															
E 11	WGRZ	10/10/16	10/14/16	Local News @ 6p M-F CM Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	2	\$980.00	P03-F	0.00	NM	2	\$1,960.00
CHANNEL 2 NEWS AT 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 2 \$980.00 0.00															
E 12	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa CM Local News @ 6p Sa	CM	6-630p (6:00 PM-6:30 PM)	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
CHANNEL 2 NEWS WEEKEND SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 -----S- 1 \$560.00 0.00															
E 13	WGRZ	10/10/16	10/14/16	ET 7-730p Entertainment Tonight	CM	7-730p	MTWTF--	:30	2	\$585.00	P02-F	0.00	NM	2	\$1,170.00
ENTERTAINMENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/10/16 10/16/16 MTWTF-- 2 \$585.00 0.00															
E 14	WGRZ	10/08/16	10/14/16		CM	11-1135PM-F&SU	MTWTF--	:30	3	\$575.00	P03-F	0.00	NM	3	\$1,725.00

Advertiser: Ceretto for State Assembly / POL

Product Desc: CERETTO ST ASSEMBLY

Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN (M-Su)											
				Late News		(11:00 PM-11:35 PM)									
CHANNEL 2 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/16	10/14/16	MTWTF--		3			\$575.00		0.00				
E 15	WGRZ	10/09/16	10/09/16	Local News @ 11p Su DEM		Post NFL News	-----S	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
				Post NFL News											
CHANNEL 2 NEWS POST NFL LATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S		1			\$400.00		0.00				
E 16	WGRZ	10/10/16	10/14/16	Late Night	CM	1235a-137x	MTWTF--	:30	2	\$135.00	P03-F	0.00	NM	2	\$270.00
				Late Night		(12:35 XM-1:35 XM)									
LATE NIGHT WITH SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/10/16	10/16/16	MTWTF--		2			\$135.00		0.00				
E 19	WGRZ	10/09/16	10/09/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
				NFL Regular Season		(8:00 PM-11:00 PM)									
NFL - NY GIANTS / GREEN BAY															
													Totals	43	\$18,940.00